

PLATINUM

THE PLATINUM

BY CATHERINE DAYRIT
CDAYRIT@NATIONALJEWELER.COM

A high level of cachet, coupled with characteristics such as purity and durability, make platinum the discerning choice for bridal and couture-level designs—pieces meant to endure the test of time. But now that previously sky-high prices, long an obstacle to the platinum sale, have dropped, the metal may find some newfound fans shopping for fashion pieces too, especially classics such as stud earrings and delicate chains.

BRIDAL

Siera
Ring with 4.5-carat diamond set in platinum and featuring round- and marquise-cut diamonds; suggested retail price is \$8,740 without center stone. (800) 839-9944 or SieraJewelry.com



This 15.17-carat black Tahitian pearl ring in platinum by Yael Designs contains 1.15 carats of diamonds and retails for \$9,528. YaelDesigns.com



Although the price of platinum has fallen from last year's peaks, **62 percent** of panelists said most of their customers still choose gold. Some **18 percent** reported that platinum's plunging price makes it preferable to gold, and **15 percent** said customers always chose platinum, regardless of the price.



Yael Designs
Ring in 950 platinum and yellow gold with 2.15-carat, fancy-yellow diamond and 0.30 carats of round colorless diamonds; suggested retail price is \$4,218 without center stone. (415) 989-9235 or YaelDesigns.com

Less was more in Vegas 10 Epic rings and beyond at Couture 30

NATIONAL Jeweler

Will industry's credit crunch make extended memo a memo-ry?

BY MICHELLE GRAFF
MICHELLE.GRAFF@NATIONALJEWELER.COM

LAS VEGAS—Want a safe bet to place in Las Vegas?

Then put money down on the prediction that the jewelry industry's practice of providing large quantities of goods on long-term memorandum is all but over.

Memo was the topic of many a conference, seminar and, most likely, private conversation between retailer and supplier at the recent Las Vegas jewelry shows.

As Victoria Tse, the president of Christian Tse, an exhibitor in Vegas, put it, "Obviously, memo is the talk of this town."

It's a talk that many retailers may not want to have, but the economic downturn

PLATINUM POWERS UP

